

Improving and Protecting a Neighborhood

Homes, businesses and even a park line Chula Vista's North Fourth Avenue. Years ago, the busy corridor that shares a border with National City was the perfect place for Vanessa Coffeen's father to open a Farmers Insurance Agency. But over time, the neighborhood changed—and not for the better. A growing number of transients and panhandlers contributed to an increase in the crime rate. Residents and visitors felt unsafe and local businesses suffered.

"I used to think that some things just came with having your office in an area that is typically known for being more industrial than retail," said Coffeen, an insurance agent who runs her own small business. "But the Safe City project gave me a whole new perspective."

Two years ago, the Chula Vista Police Department (CVPD) and representatives of Target Corporation introduced a new program called the Safe City project that eventually transformed the troubled Fourth Avenue corridor into a safer and more prosperous neighborhood. Target is one of the major businesses in the neighborhood. Chula Vista's Safe City program was so successful, it recently received statewide recognition. In September, State Attorney General Jerry Brown presented the initiative's participants with the 2008 California Crime Prevention Project of the Year award.

How it Started

Back in 2006, CVPD realized the City needed a long term plan to deal with increased crime along Fourth Avenue. They met with Target executives who introduced police to Safe City projects the giant corporation spearheaded in other cities across the nation. CVPD offered to tailor the program to the specific needs of the community and lead the initiative.

Working with the City's Office of Communications, police developed critical signage prohibiting panhandling and trespassing that set the stage for stepped-up enforcement efforts. Businesses installed new lighting, graffiti was painted over and trash was picked up. Overgrown bushes and brush were trimmed back, exposing transient encampments and eliminating hiding places for criminals. Residents and business owners learned how to take back their neighborhood.

"I always thought that transients and panhandlers were just something we had to endure," said Coffeen. "Despite my concerns, I wouldn't always call police unless my customers were directly affected. I also thought crime occurring in other parts of our business district had no impact on my agency. Was I wrong! I realize now how myopic my view on the problem really was!"

Police and business owners consider the Safe City project a huge success. "It's an outstanding example of what can be accomplished when everyone works together with the common goal of reducing crime concerns," said Community Relations Officer Elliott Shaffer.





Photo by Kristi Phillips



This publication is produced by the
Office of Communications.

To receive this free bi-monthly
newsletter via email automatically,
please sign up at

www.chulavistaca.gov

Events Hotline: (619) 585-5682

Contents

[Click on any title to jump to page]

Articles


- 1> SAFE CITY PROGRAM**
Improving and protecting a neighborhood
- 3> PARKING METER UPDATE**
Parking on Third Avenue
CELL PHONE REGISTRY
Be prepared for emergencies!
CALLING 211
Your source for information
- 4> THE LANDINGS NOW OPEN**
Chula Vista's newest community
OPERATION SPLASH
Swimming program is saved!
WIN FOR CITY'S CLEAN CAMPAIGN
Environmental collaborative group wins award

Regular Features

- 5> THE ROAD TO BEIJING**
Medal winners and visit from the Governor
- 6> SHOP/DINE CHULA VISTA**
Featuring "Fresh & Easy" Market
- 7-8> WHAT'S HAPPENING**
Events and the latest around town



- 9> WAYS TO SAVE**
Little things can make a big difference!
- 10> CAPTURE CHULA VISTA**
Enter our photo contest and get your photo
published in the next edition
- 11> THE MARKETPLACE**
Latest at the Library and Hot Reads
- 12> HEALTHY LIFESTYLES**
Fall Recreation activities and programs
- 13> HELPFUL NUMBERS & LINKS**
Find the information you're looking for

To navigate quickly, look for ◀  ▶ in the
top left of each page.

◀ Takes you **BACK** one page.

▶ Takes you **FORWARD** one page.

 Brings you back to **THIS PAGE**.



Parking Meter Update

If you're one of the many visitors to Third Avenue who have been clamoring for a better, faster, and more convenient way to pay for parking downtown, mark your calendar for October 6. That's the day newly installed electronic parking meters become operational. It's also the day when drivers can start using debit or credit cards in new pay and display meters in nine downtown parking lots.

The new street meters will accept coins and park cards. Park cards work like pre-paid and rechargeable gift cards. Purchase one at the City of Chula Vista's Finance Department, located at City Hall.

Parking meters were first installed along Third Avenue in 1963, and some of the original machines were still in operation just before the conversion. Parking meter funds generated over the past few decades are funding the improvements.

"Cities across the country have introduced these new machines and methods of payment," said Diem Do, the City's Interim Parking Administrator. "No one has to worry about searching for change anymore. People everywhere like the convenience of paying with a card."

At the same time new meters become operational, new rates take effect—the first rate increase in 45 years! Downtown visitors will spend 50 cents per hour at two and four-hour meters; and 25 cents per hour at ten-hour meters. Even with the increase, Chula Vista has some of the lowest parking rates in San Diego County. And those extra dollars will help fund future improvements in the downtown parking district including bike racks and new landscaping.



Cell Phone Registry

Some of the region's most disastrous and costly fires have occurred in October. To make sure you're prepared for San Diego County's fall fire season, register your cell phones and email addresses to receive emergency notifications.

In case of an emergency, a regional notification system known as AlertSanDiego, sends warnings and instructions by telephone directly to Chula Vista residents and businesses. Only land-line telephone numbers are automatically included in the system's database. Cell phones, Voice over Internet Phone (VoIP) and e-mail addresses must be added to the database. So sign-up now for notification!

It's simple to do. Just register your numbers and e-mail addresses at www.ReadySanDiego.org and click on AlertSanDiego to complete the easy registration form.

Calling 211

Have you heard about 211, the county's primary source for community, health and disaster information?

Dial 211 during a major emergency to learn the latest official news about evacuations, road closures, health advisories and more.

During a disaster, 211 works with the County of San Diego's Office of Emergency Services to provide the community with accurate public information and rumor control. Specialists who staff the phone lines are on hand to answer your calls 24/7.

During every hour of every day, someone in San Diego County is searching for services. They may want to know where to find affordable healthcare, food or financial assistance or parenting and family services. Highly trained information and referral specialists have access to thousands of agencies and are on hand to connect callers to the experts. These 211 specialists assess a caller's needs and identify the best resources in the community. Assistance is confidential and offered in more than 150 languages.

Find out more about 211 by visiting www.211sandiego.org.



"The Landings" Now Open!

By November, residents will be moved into all 92 new affordable townhomes at The Landings in eastern Chula Vista. The Landings Town Homes, located in Winding Walk, feature beautiful three-bedroom rental units with two car garages for low-income households. Five ADA (Americans with Disabilities Act) accessible units are included in the project.

Partners Brookfield Shea Otay and Chelsea Investment Co. built the rental community to fulfill their inclusionary housing obligation. The City requires that all new development communities with more than 50 units set aside 10% of their units for affordable households.

Funding for the project included \$1.1 million in Chula Vista HOME Investment Partnership funds, with the rest of the funding contributed by state and developer funds.

Families began moving into the first phase of the project in mid-September and a grand opening is anticipated soon!



Operation Splash!

Ready. Set. Swim! A generous \$50,000 grant from Kaiser Permanente will expand Chula Vista's Elementary Learn to Swim program for Chula Vista students. The program addresses childhood obesity and helps kids—especially those in low income neighborhoods—learn about water safety.

Operation Splash, scheduled for Friday, October 10, is the kick-off event for the expanded swim program. City officials, fourth graders from Rosebank Elementary School and Friends of Chula Vista's Parks and Recreation will join Kaiser Permanente representatives for a wet and wild swim lesson at the Parkway Family Aquatic Center. Bring your camera!

Kaiser's gracious gift allows hundreds of additional kids to participate in the Elementary Learn to Swim program and covers the cost of transportation to and from local elementary schools. Many of the participating schools are located in western Chula Vista where obesity rates are among the highest in the county. Swimming helps kids increase aerobic capacity and improve overall fitness. Students will be monitored throughout the program to measure their progress and endurance.

The grant from Kaiser Permanente comes at a critical time for the City's Recreation Department. A number of fitness programs have been casualties of the City's ongoing budget crisis.



"We're operating in challenging economic times. Community support is critical to the survival of our programs and, more importantly, to our kids," said Recreation Director Buck Martin. "Child obesity is a threat to our children. We need more health and wellness programs for our children—not less."

In order to continue providing some of the popular programs endangered by budget cuts, Martin and his department are approaching local businesses and community service organizations for financial support. For businesses and community service organizations interested in funding other recreation programs for Chula Vista's children, contact Martin at (619) 409-5966 or bmartin@ci.chula-vista.ca.us.

In 2005 the Friends of Chula Vista Parks and Recreation was developed to help identify and raise funds for the Elementary Learn to Swim program, which provided swim lessons to fourth graders at schools in low-income neighborhoods. Since then, over 1,600 students have participated in the program.

A Win for City's CLEAN Campaign

In October, Chula Vista's CLEAN campaign will be honored at a statewide summit for its environmental leadership. The CLEAN campaign was launched in 2006 to reach the community with environmental news, tips and important information. Your Community, Your Environment, Your Choice is the campaign's tagline, and its award-winning online presence can

be located on the City's website at www.chulavistaca.gov/clean.

Over the past two years, Chula Vista's CLEAN campaign has increased the visibility of the City's environmental programs. Those efforts have earned CLEAN the summit's "Environmental Responsibility" award. The primary host of the summit is the Industrial Environmental Association.





Chula Vista Gold, Silver and Bronze

Athletes from the U.S. Olympic Training Center in Chula Vista displayed their talents on the world stage at the 2008 Olympic Games in Beijing. And they came home winners.

Forty athletes from Chula Vista left Beijing with some new hardware around their necks.

BMX, Bicycle Motocross, brought home three out of six possible medals as the action-packed sport made its debut on the Olympic stage. BMX medal winners include Mike Day (silver), Donny Robinson (bronze) and Jill Kintner (bronze).

Chula Vista has the only permanent BMX training course in the nation, a replica of the track in Beijing. The local course opened at the Olympic Training Center in January and played a pivotal role in training our athletes for the games in China.

Other standouts included hometown Track and Field superstar Monique Henderson who repeated her gold medal performance in Athens by earning another gold in the 4x400 meter relay. Henderson's teammate Sheena Tosta brought home silver in the 400-meter hurdles.

Our Woman's Softball team culminated their final Olympic games with a silver medal.

Woman's Rowing 8 won a gold and the Men's 8 took home a bronze. Michelle Guerette snagged silver in the single sculls.

A Special Visit

In July, Governor Schwarzenegger visited the U.S. Olympic Training Center in Chula Vista to encourage the athletes prior to the Olympic Games in Beijing as well as tour the site for the first time. The Governor's first stop was the

weight room where he had fun exchanging stories with the athletes. Next, the Governor enjoyed meeting Field Hockey and BMX athletes who provided demonstrations of their skills. The Governor then provided encouragement to all the athletes as well as students from the Chula Vista elementary schools at the Track and Field complex.





Featuring "Fresh & Easy"



Almost a year ago, the county's first Fresh & Easy store opened in Chula Vista.

The neighborhood market, with its own high quality brands and one-of-a-kind shopping experience, quickly became a favorite among on-the-go Chula Vistans looking for ready-to-eat meals.

"It's a good fit for Chula Vista," noted Fresh & Easy spokesman Brendan Wonnacott. "A lot of folks live fast-paced lives. They don't have a lot of time to shop and cook, and they're looking for affordable yet high quality options for their families."

Fresh & Easy stores are smaller than the typical supermarket. They're easy to navigate, and the abundance of self-checkout stations avoids long lines. The markets offer fresh, wholesome products without all the additives

and preservatives found in so many other foods. Fresh & Easy own-brand products account for more than 70% of sales.

According to Wonnacott, the market's name says it all. "Fresh & Easy is about fresh food and easy shopping."

"I shop at Fresh & Easy because they offer quality food at unbelievably affordable prices. That's especially important in today's economy," said frequent shopper Stephanie Kingston. "They make grocery shopping fun. And I can get everything I need in one quick stop—from staples and organic foods to gourmet treats."

"The goal was to design a store that meets the needs of the modern American consumer," added Wonnacott. Fresh & Easy conducted extensive consumer surveys and built its unique concept around lots of feedback.

So far, they've opened 78 stores in Southern California, Arizona and Nevada. Seven of those stores are located in San Diego County. Next year, the company will expand into northern California.

Shoppers like the clean, open and organized feel inside the market. And they keep coming back for some of the prepared food favorites like Fresh & Easy's own beef lasagna, shepherd's pie and carne asada burritos.



"I love their homemade pasta sauce selection," said shopper Diane Howell. "And the fresh grated parmesan cheese is outstanding. Even better is the price."

"We've received a remarkable welcome from the community," noted Wonnacott. Reaction to the Chula Vista store, he says, has been "fantastic."

For more information about Fresh & Easy, visit www.freshandeasy.com.





Special Events

Beautify Chula Vista

Sign up, pitch in and make our city a more beautiful place on Saturday, Oct. 4. The 6th Annual Beautify Chula Vista Day will kick off at 8 a.m. in Otay Park, located at 1613 Albany Avenue. To pre-register, please log on to www.beautifychulavista.org.

Farmer's Market Fall Festival

Celebrate the autumn harvest at the Otay Ranch Certified Farmers Market Fall Festival on Tuesday, Oct. 7. This year-round market is swinging into the season from 4 to 8 p.m. with free pumpkin pie slices for the first 200 shoppers, kids crafts, pumpkin carving demos, hay rides, and live entertainment on Main Street at the Otay Ranch Town Center. For further details, please call (619) 656-1393.

National Wildlife Refuge Week Celebration

Birding tours, kids activities and crafts, and guest speakers are among the activities in store at the Chula Vista Nature Center on Oct. 18, in a free, one-day celebration of National Wildlife Refuge Week. Festivities begin at 10 a.m. at the center located at 1000 Gunpowder Point Drive. For further details please call (619) 409-5900.

California Ballet Production

Kick off the Halloween season as the California Ballet presents excerpts from Charles Bennett's "Dracula" on Saturday, Oct. 18. The company will perform at the Kassebaum Theater at Mater Dei Catholic High School, 1615 Mater Dei Drive. Tickets are \$20 for adults and \$5 for students and children. For more information, please call (619) 704-1140 or www.sandiegoperformingarts.org

Cancelled Council Meeting and Upcoming Holidays

Please note there will not be a Council meeting on Nov. 11 as the City will be closed in observance of Veterans' Day. Also in celebration of the Thanksgiving holiday, the City will be closed Nov. 27 and 28.

Holiday Tree Lighting and 46th Annual Starlight Parade

Save the Date! On Saturday, Dec. 6, the community is invited to celebrate the start of the holiday season at the 46th annual Chula Vista Starlight Parade. Watch the Mayor's holiday tree lighting ceremony at 5:30 p.m. in Memorial Park and immediately afterwards, enjoy one of the largest holiday parades in the county. Join the fun along Third Ave. as marching bands, festive floats and carolers spread holiday cheer. Sponsored by the City of Chula Vista and the Third Avenue Village Association, (619) 422-1982.



Historic Homes Exhibit

The **Chula Vista Heritage Museum's** current exhibit focuses on homes built between the 1880s and the 1930s. The exhibit includes photographs of homes representing various styles of architecture, such as Victorian, Craftsman, Mediterranean, and period Revivals. Various antiques including, china, glass, clothing, textiles, and furniture reminiscent of the periods are also on display.

Museum Information:

360 Third Ave (east side of Memorial Park)
Chula Vista CA 91910-3932
(619) 427-8092

Hours:

Tuesday & Thursday 1 - 5pm
(may also be open during special events)

FREE Admission



Around Town

Otay Ranch Town Center Shopping Update

Explore four new additions to the Otay Ranch Town Center: **Ecopit Carwash and Detail Service** located in the parking lot north of the Food Pavillion, **Inflatable World** in the north parking lot, **DSW** (Designer Shoe Warehouse) and **Nico's Steak and Chop House**.

The shopping center will celebrate Halloween October 31 with the second annual **Trick or Treat on Magic Street** presented by Magic 92.5. The event, from 5-8 p.m., features costume contests, kids activities and more.

The holidays officially begin when Santa arrives at the Otay Ranch Town Center November 22. The annual **Santa Parade** starts at 6 p.m. Bring the family and enjoy the festivities!

Need a pet sitter while you shop, dine, or enjoy a movie? Otay Pet Vets' pet sitting and boarding service can help! For details, call (619) 421-1698.

Shop Otay Ranch Town Center the day after Thanksgiving for great retail offers. Visit www.otayranchtowncenter.com and click on events for more info.



Gateway Food Court

Stop in for a tasty bite at the latest restaurant to join the Gateway Food Court. **Chips & Salsa Mexican Grill**, located in the Gateway complex at 303 and 333 H Street, is hosting Mariachi Thursdays and Fridays from 4:30 - 6:30 p.m. The grill opens at 9 a.m. featuring terrific breakfast burritos and closes at 8 p.m. Not hungry for Mexican food? Then try Gateway's other choices: Country Waffles, L&L Hawaiian Barbeque, Quizno's Subs or China Little Café.

Commissioners Wanted

If you're a Chula Vista resident who is 18 years or older, consider serving a four-year term as a member of the City's Commission on Aging. Currently, there are two vacancies.

This seven-person panel represents the community as a neutral third party and makes recommendations to the City Council and City Manager on matters affecting seniors in our City.

Candidates must be available to attend monthly meetings at 3 p.m. and be a registered voter. Applications can be obtained by calling the Clerk's office at (619) 691-5041 or download an application from www.chulavistaca.gov under City Services.

Lauderbach Re-opening a Success!

On September 6, the Southwest Chula Vista community came together to celebrate the re-opening of Lauderbach Park and to participate in the third Southwest United in Action community convention. Nearly 360 people attended the event to enjoy the refurbished park and visit booths from 60 different community service providers. The event kicked off both a new era for the park, whose remodel has become a source of pride for a number

of local community groups, and the next stage of the Southwest United in Action process, which will feature regular community clean-up and service days in 2009. For more information, please contact Carla Blackmar at cblackmar@ci.chula-vista.ca.us or (619) 476-5355.

Building a Walkable Community

Chula Vista is working hard to create pedestrian friendly communities throughout the city, especially for our children. Recently, the City received a "Safe Routes to School" grant, which allows Chula Vista to study how to make walking to school safer for kids. Next year, during walking audits, community volunteers will walk and bicycle along city streets to identify traffic safety issues, missing infrastructure and other hazards. The information will be used to fund neighborhood street and sidewalk improvements. Learn how you can get involved in the walking audits from your local elementary school, or call Walk San Diego at (619) 544-WALK.

To improve walkability in Chula Vista, we need your input. Please take the online survey at www.altaplanning.com.

Children in the Southwest Chula Vista neighborhood of Castle Park will have a safer walk to school when \$11 million in sidewalk, drainage and street improvements are completed sometime in February. Construction got underway this summer. **For an update on the project, [WATCH THIS VIDEO](#).**

[Click photo to view video.](#)





The little things can make a big difference!

Energy Savings for Businesses

Early fall is an ideal time to prepare for winter heating. This is especially true if you're concerned about natural gas prices, which are expected to be higher this winter. One of the smartest ways to ease the impact of higher natural gas prices on your company's operations is to improve energy efficiency.

Among the 140 gas and electric measures that may qualify for rebates through SDG&E's Small Business Super Saver and Express Efficiency programs are: tankless (instantaneous) water heaters that conserve both natural gas and water; storage water heaters; boilers; insulation for pipes and tanks; and commercial food service equipment such as ovens, steam cookers, fryers and griddles.

Energy-efficiency upgrades also may qualify for SDG&E's On-Bill Financing. This program offers 0% financing for up to five years – and the convenience of paying on your SDG&E bill – for measures that cost \$5,000 to \$50,000.

Before buying new equipment or starting energy-efficiency projects, be sure to call SDG&E's Energy Information Center at 1-800-644-6133 to verify that your upgrades qualify for available rebates or incentives. You'll also find rebate information and applications posted online at the Energy Savings Center, www.sdge.com/esc, along with links to training opportunities, online tools and tips, all designed to help your business save energy.

These programs are funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission.

Having a Car Wash?

If your organization is planning a fundraiser car wash in the city, get a car wash kit to help prevent storm drain pollution. Churches, girl and boy scout troops, booster clubs, schools and other groups use a significant amount of detergent and water during fundraisers. In order to eliminate brake dust, oil and other pollutants from entering storm drains, the City loans out free car wash kits.

The kits include flexible hoses, rubber dikes and a submersible pump that collects the used water and diverts it to landscaping or other approved areas. Car Wash Kits can be reserved in advance by calling the Stormwater Management Division at (619) 397-6109.



Plastic Shopping Bags Affect Your Community and Your Environment!



Hundreds of thousands of marine animals die every year from eating or getting tangled in plastic bags. Southern California cities have spent more than \$1.7 billion to restore clean water in trashed waterways. Here are some easy choices you can make:

REDUCE or eliminate plastic bag use. **BYOB "Bring Your Own Bag"**: Reusable, eco-friendly shopping bags are available at most stores. **REUSE** plastic shopping bags for trash bags, garbage can liners or for pet waste. **RECYCLE** your plastic shopping bags! Large supermarkets or pharmacies are now required to offer free plastic bag recycling. Take them to the store next time you go!





Photo Contest

Submit your digital photos--if you win, you'll see your creation featured in the next edition.

(Sorry--no original prints accepted.)

Email your entry to

photocontest@chulavistaca.gov

QUALIFICATIONS:

- Photo must be taken in Chula Vista
- Photo quality should be a higher resolution--or large photo at 72 dpi
- File size must be no larger than 4 MB
- Entry must include:
 - Your name and city
 - Photo subject
 - Location (in Chula Vista) where the photo was taken

Your photo will be judged on composition, quality and creativity.

Good luck!

This issue's winner:

Justine Clark, Bonita High School, Chula Vista

Taken at Fire Station #1

"From past to present."



Justine Clark



Distressed HOME Clinic

**Saturday, October 25, 10 a.m. - 4 p.m.
Civic Center Branch Library Auditorium**

Are you having trouble making your monthly mortgage payments? Visit the Library's free HOME Clinic for assistance. At the clinic, distressed homeowners can receive a personal review of their mortgage, lending and escrow documents. They can also meet with local HUD (Housing and Urban Development) approved professionals who can help them resolve their financial dilemma. Those professionals may include housing counseling agencies, local attorneys or law enforcement.

The HOME Clinic is a community service project of the Housing Opportunities Collaborative—a coalition of local nonprofits—in partnership with the Legal Aid Society of San Diego Pro Bono Program.

Registration is required. To schedule an appointment, send your name, address and telephone number via e-mail to HomeClinic@HousingCollaborative.org, or call (619) 283-2200. Assistance is also available in Spanish.



Blu-rays Have Arrived!

Blu-ray DVDs are now available—**exclusively**—at the EastLake Branch. These high-definition DVDs can only be played on a Blu-ray DVD player, or a PlayStation 3. Chula Vista is the first library system in the county to offer Blu-rays; borrow them just like regular DVDs.

Forensic Detectives to Create Crimes

TV crime show fans won't want to miss the Reuben H. Fleet Science Center's Forensic Detectives when they visit all three libraries in October. Accept the challenge when the detectives create a crime scene and ask for your help to crack the case with chemistry, geology, and physics. It's free and open to the public on the following dates:

EastLake Branch, Saturday, Oct. 18 at 3 p.m.

Civic Center Branch, Wednesday, Oct. 22 at 6 p.m.

South Chula Vista Branch, Saturday, Oct. 25 at 3 p.m.

Independent Films

The Library's independent film series continues through October and November at the Civic Center auditorium. Films are shown the second and fourth Sunday of each month at 2 p.m. and include:

Oct. 12 – XXY

Oct. 26 – Choking Man

Nov. 9 – Hawaii, Oslo

Nov. 23 – Something Like Happiness

[Click on book to check availability.]

Too Good to Miss!



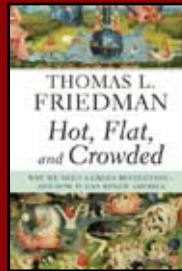
The Lace Reader: a Novel by Brunonia Barry

Every gift has a price . . . Every piece of lace has a secret . . . My name is Towner Whitney. No, that's not exactly true. My real first name is Sophya. Never believe me. I lie all the time. . . . Towner Whitney, the self-confessed unreliable narrator of *The Lace Reader*, hails from a family of Salem women who can read the future in the patterns in lace, and who have

guarded a history of secrets going back generations, but the disappearance of two women brings Towner home to Salem, and the truth about the death of her twin sister to light.

Hot, Flat, And Crowded: Why We Need a Green Revolution - And How It Can Renew America by Thomas L. Friedman

Friedman takes a fresh and provocative look at two of the biggest challenges we face today: America's surprising loss of focus and national purpose since 9/11; and the global environmental crisis, which is affecting everything from food to fuel to forests. In this groundbreaking account of where we stand now, he shows us how the solutions to these two big problems are linked--how we can restore the world and revive America at the same time.



Brisinger, or, The Seven Promises of Eragon Shadeslayer and Saphira Bjartskular by Christopher Paolini (Inheritance, Book 3)

Following the colossal battle against the Empire's warriors on the Burning Plains, Eragon and his dragon, Saphira, have narrowly escaped with their lives. Still there is more at hand for the Rider and his dragon, as Eragon finds himself bound by a tangle of promises.



Eragon is the greatest hope to rid the land of tyranny. Can this once-simple farm boy unite the rebel forces and defeat the king?

Fall Recreation Activities and Programs

Fun and Safe Halloween

Your little ghosts and goblins are in for a real treat at any of the upcoming Fun and Safe Halloween events hosted by the Recreation Department. Check out our website at www.chulavista.gov/rec for additional information.

Loma Verde Center: **Monster Bash Teen Dance**

Oct. 17, 8-11 p.m., \$5

Heritage Center: **Halloween Tot Party**

Oct. 25, 12:30- 2 p.m., \$10

Monteville Center: **Little Tykes Costume Party**

Oct. 26, 4:30-7 p.m., \$6

Monteville Center: **Pumpkin Carving/Decorating**

Oct. 28, 3:15-5 p.m., \$6

Loma Verde Center: **Fall Fest**

Oct. 30, 3-5 p.m., Free

Otay Center: **Haunted House**

Oct. 30 and 31, 6:30-9:30 p.m.
\$5 Adults, \$3 kids

Salt Creek Center:

Halloween Craft and Costume Contest

Oct. 31, 4:30-6 p.m.,
Free



Shape Up!

Get in shape at one of the Recreation Department's three fitness centers! Run, bike and lift weights with state-of-the-art workout equipment at the Salt Creek and Otay recreation centers and the Norman Park Senior Center. Each location offers users a wide variety of equipment to choose from including free weights, treadmills, elliptical machines and stationary bikes.

For Chula Vista residents, the cost of joining any of the fitness centers is \$28 for three months. Non-residents are charged \$56. Otay also offers a morning fitness program from 8-11 a.m. on Mondays, Wednesdays, and Fridays for an additional fee of \$7 for three months. Phone the center nearest you for hours of operation.

Salt Creek Recreation Center
2710 Otay Lakes Road (619) 585-5739

Otay Recreation Center
3554 Main Street (619) 476-5325

Norman Park Senior Center
270 F Street (619) 691-5086

Additionally, a variety of fitness classes are offered at Chula Vista's Recreation facilities. Browse through the classes at www.chulavistaca.gov/rec and click on "Class Directory."

Identity Theft Event

Learn how to protect yourself and your family members from one of the most personally invasive crimes of the 21st century, when the recreation center at Veterans Park hosts Identity Theft Awareness Day, October 23. The free event, from 5-7 p.m., is sponsored by

the Identity Theft Resource Center.

Identity theft occurs when someone uses your personally identifying information--your name, Social Security number, or credit card number--without your permission, to commit fraud or other crimes.

Discover how you can reduce your chances of becoming the next victim. The Veterans Recreation Center is located at 785 Palomar Street in Chula Vista.

Pool Safety Presentation

Learn all you can about pool safety to protect your children. On October 21 at 6 p.m., the Recreation and Fire departments will co-sponsor a free event no parent can afford to miss. An expert from Atlanta's Centers for Disease Control (CDC) will speak on water safety and drowning prevention. Dr. Julie Gilchrist, a pediatrician who specializes in sports medicine, is on staff at the CDC's National Center for Injury Prevention. Check our website at www.chulavistaca.gov for the location of this special presentation.

Recently, Chula Vista firefighters have responded to several drowning calls in EastLake neighborhoods that involved toddlers.

About 300 children under the age of five drown each year in U.S. swimming pools--they can be a dangerous place for young children!



Helpful Connections

Animal Control	619-691-5123
Budget & Analysis	619-691-5049
City Attorney	619-691-5037
City Clerk	619-691-5041
City Council	619-691-5044
City Manager	619-691-5031
Communications and Media Relations	619-691-5296
Environmental Services	619-691-5122
Engineering	619-691-5021
Finance	619-691-5250
Fire	619-691-5055
Human Resources	619-691-5096
Job Hotline	619-691-5095
Library	619-691-5069
Nature Center	619-409-5900
Building Division	619-691-5272
Planning Division	619-691-5101
Police	619-691-5151
Public Works Operations	619-397-6000
Purchasing	619-691-5141
Redevelopment & Housing	619-691-5047
Recreation	619-409-5979
Special Events Hotline	619-585-5682
Transit Division	619-397-6059

Service Requests 619-397-6000
www.chulavistaca.gov/goto/servicerequest

CITY SERVICES (CHULA VISTA)

Park Reservations:	619-397-6197 www.chulavistaca.gov/goto/parkreservation
Graffiti Hotline	619-691-5198
Graffiti IN PROGRESS	911
Graffiti Abatement Program Info Online	http://www.chulavistaca.gov/City_Services/Community_Services/Public_Works_Operations/Traffic_sign/graffiti.asp
Report Crime	619-691-5151 www.chulavistapd.org
Local Environmental Info	www.chulavistaca.gov/clean
Code Enforcement Info Desk	619-691-5280
Chula Vista Police Community Relations	619-691-5127
Household Hazardous Waste Program Info	619-691-5122
Passport Appointment Line	619-409-1949

LOCAL AND REGIONAL RESOURCES

Chula Vista Chamber of Commerce	www.chulavistachamber.org
Chula Vista Elementary School District	www.cvesd.k12.ca.us
Chula Vista Community Collaborative	www.chulavistacc.org
South Bay Community Services	www.southbaycommunityservices.org
County of San Diego	www.co.san-diego.ca.us
Port of San Diego	www.portofsandiego.org
San Diego Association of Governments (SANDAG)	www.sandag.cog.ca.us
San Diego Better Business Bureau	www.sandiego.bbb.org
San Diego Gas and Electric	www.sdge.com
San Diego Union-Tribune (San Diego daily newspaper)	www.signonsandiego.com
South County Economic Development Council (SCEDC)	www.sandigosouth.com
Southwestern College	www.swc.cc.ca.us
Sweetwater Union High School District	www.suhsd.k12.ca.us
Third Avenue Village Association	www.cvdbsa.com
Franchise Tax Board	www.ftb.ca.gov
Local News, Weather, Traffic & Media	www.homeport-sd.com/news
South Bay Municipal Courthouse	619-691-4728
Small Claims Court (South Bay Courthouse)	619-691-4439
Traffic Court (South Bay Courthouse)	619-691-4726
Jury Duty (South Bay Courthouse)	619-236-2677